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Open the pack. Then open the second pack. And get the freshest menthol you've ever smoked.

We created a menthol cigarette so rich, so fresh tasting, we didn't want to lose any of that freshness.

So we designed a whole new kind of pack to capture that freshness—and keep it captured—up until the second you break the seal.

This new Raffles pack is double wrapped. Wrapped once, then wrapped again in foil. A pack within a pack to lock in freshness. To lock in flavor. To lock in menthol.

Try Raffles and be convinced. One puff will tell you... this is the freshest menthol you've ever smoked.

Exclusive "Fresh-Lock"
pack gives new Raffles
the freshest menthol flavor
ever captured...and kept.

Absolutely, positively menthol.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.